## Composition of Zipcode 28742

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 1,357    |
| 2010 Households     | 547      |
| 2010 Group Quarters | 0        |

### Missionscape: Cultural Bridges

NOTES

| Cultural Bridge  | #HHIds            | %HHIds            |
|--|-------------------|-------------------|
| Home Personal Computer-HH Own  | 453               | 83%               |
| HH Uses Computer For Internet/E-mail   | 371               | 68%               |
| Watching Diet (Health/Weight)-Presently  | 320               | 59%               |
| Controlling Diet   |                   |                   |
| Reading Books  | 308               | 56%               |
| McDonald's   | 298               | 55%               |
| Non-Presc-For Regular Headaches  | 289               | 53%               |
| Voted in fed/state/local election  | 287               | 52%               |
| Controlling Diet<br>Reading Books<br>McDonald's<br>Non-Presc-For Regular Headaches | 308<br>298<br>289 | 56%<br>55%<br>53% |

# Getting Informed

More zip information may be found on the MissionalCorps.org website and more specific data for each lifestyle segment may be accessed at the BCNC Missional Resources web page.

# Getting Involved

To learn more about this location, please contact Shirley Sells (ssells@ncbaptist.org).

lifestyle segments. The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of households, percent of the zip code households, and the percent of households that are unreached. Lifestyle Segments are individual groups of people with similar living preferences and

The Communities Summary identifies the top three types of communities in the zip code, the

number of households, and the percent of the zip code. Communities are comprised of multiple

patterns The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs

eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

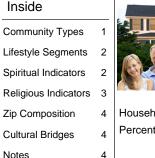
Location Composition: Listed are the total number of people and the total number of households in the county.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

Reaching Horse Shoe, NC

## MISSIONAL ZIPCODE DIGEST

## Zipcode 28742 Community Types



Notes

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

because vou

every

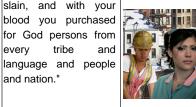
and nation."



Households: 296 Percent: 54.11%



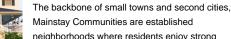
Households: 130 Percent: 23.77%



were

Households: 103 Percent: 18.83%

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Mainstay Communities

neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.

### Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.

## Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.



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**Family Convenience** 

earn upper-middle incomes.

## Top Lifestyle Segments in Zipcode 28742



Urban Commuter Families

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe.

Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services

Households: 130 Percent: 23.77%



## Working Rural Communities

## (60% Unreached)

(67% Unreached)

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

Professional Urbanites Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested,

with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Family Convenience is a collection of sprawling families living in remote towns

working at skilled blue-collar jobs in manufacturing and construction as well as

general population. Despite moderate educations, the adults in this segment

and military bases. Most of the households contain dual-income couples

in the military. Service families are six times as likely to live here than the

(72% Unreached)

(64% Unreached)



Households: 72 Percent: 13.16%

Households: 74

Percent: 13.53%



Households: 83 Percent: 15.17%

Households: 90

Percent: 16.45%

## Second City Homebodies

#### (71% Unreached)

Most likely to be found in a variety of small, satellite cities along both coasts such as Virginia Beach, VA, Ft. Lauderdale, FL, and Portland, OR. Second City Homebodies inhabit a prosperous world where middle-aged couples and families lead flourishing lifestyles. Most of the households are well educated, with an almost an even split between college graduates and those who have completed only some college.

## American Great Outdoors

(64% Unreached)

A rugged blend of rural couples and retirees makes up American Great Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households-about half are over 65- who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school.



Households: 64 Percent: 11.7%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 363       | 66.34% |
| Religious but NOT Evangelical      | 68        | 12.46% |
| Spiritual but NOT Evangelical      | 74        | 13.6%  |
| Non-Evangelical but NOT Interested | 220       | 40.28% |

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP | ZIP %  |
|----------------------------|-----|--------|
| Active Evangelical HHlds   | 87  | 15.83% |
| Inactive Evangelical HHIds | 98  | 17.83% |